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Wargaming Report

Executive Summary:

In this comprehensive report, I conducted a thorough analysis of player reviews for "World of Tanks Blitz" in comparison to other games. Through an in-depth examination of major topics in the reviews, key themes emerged. Our findings highlight issues in **connection, financial aspects, bots, updates**, and more, as mentioned in both high and low-rated reviews. To address these findings, we have thoroughly analyzed each aspect and provided strategic recommendations for enhancing the game based on these key insights.

Introduction

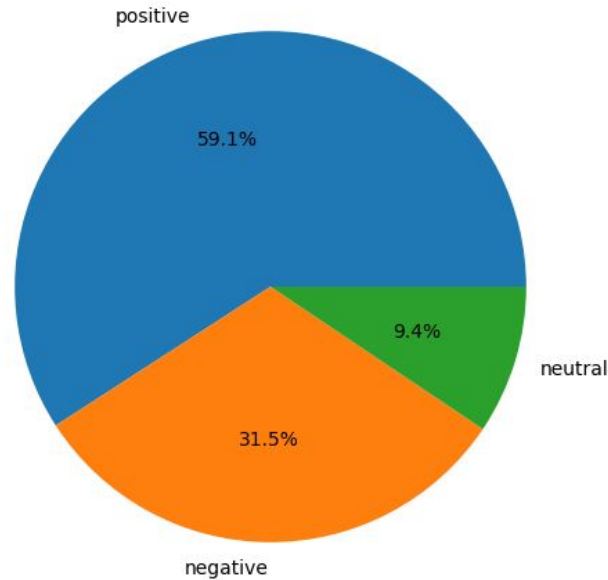
In the dynamic landscape of mobile gaming, understanding player sentiments and identifying trends is paramount for game developers seeking to enhance user experiences. This report endeavors to shed light on the strengths and weaknesses of Wargaming's flagship product, "World of Tanks Blitz," by delving into public reviews of this game alongside others in the industry. Our aim is to equip game designers, particularly those without a technical background, with actionable insights that facilitate informed decision-making.

As we navigate through the realm of mobile gaming, we explore the themes resonating in players' feedback, conduct a comparative analysis against selected titles, and discern overarching trends that define the current gaming milieu. By presenting our findings with clarity, supported by intuitive visualizations, we strive to deliver a report that not only addresses the analytical intricacies but also speaks to the broader objectives of game design and player satisfaction.

1. **Insights on World of Tanks Blitz Game**

Sentiment Ratios for World of Tanks Blitz Game

Sentiment Distribution for World of Tanks Blitz Reviews



Figure[1]: Pie chart for the sentiments in the reviews.

Figure [1]: illustrates the distribution of reviews categorized by sentiment in the "World of Tanks Blitz Reviews." Positive reviews, corresponding to ratings of [4, 5], dominate the majority, indicating a high level of player satisfaction and enjoyment. Additionally, neutral reviews, associated with a rating of [3], and negative sentiment associated with rating of [1,2]

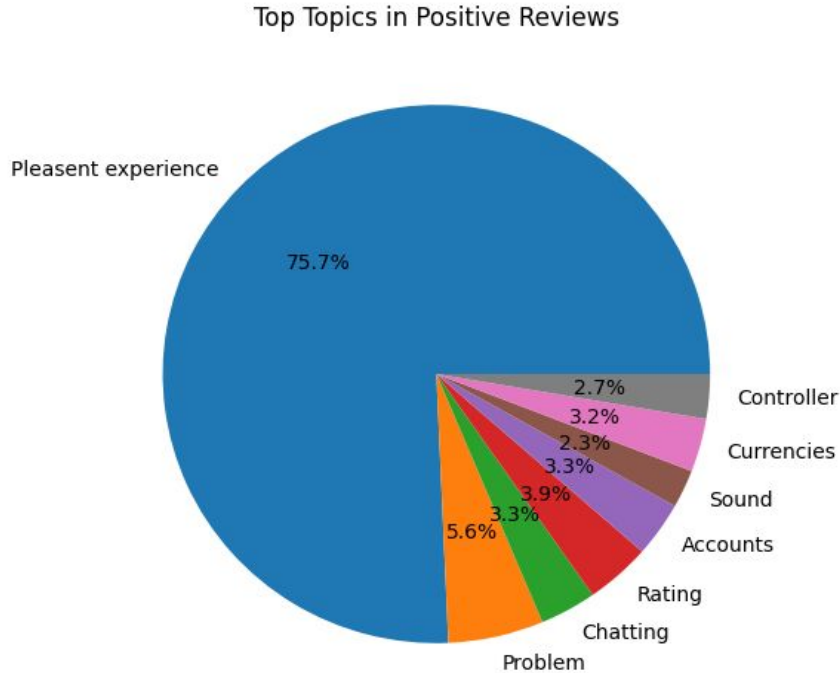
It is noteworthy that while the majority of reviews express positivity, a non-negligible number falls into the negative category, signifying the presence of dissatisfied players.

Understanding and addressing these areas of weakness are crucial for optimizing the gaming experience. By identifying and rectifying the concerns raised in negative reviews, we can work towards diminishing the negative ratio in the future and further enhancing the positive ratio.

This strategic approach aims to foster an overall positive gaming environment for players of "World of Tanks Blitz."

2. Insights from Positive Reviews for the World of Tanks Blitz Game

Positive Themes Insight



Figure[2]: Pie chart for the major topics in the positive reviews.

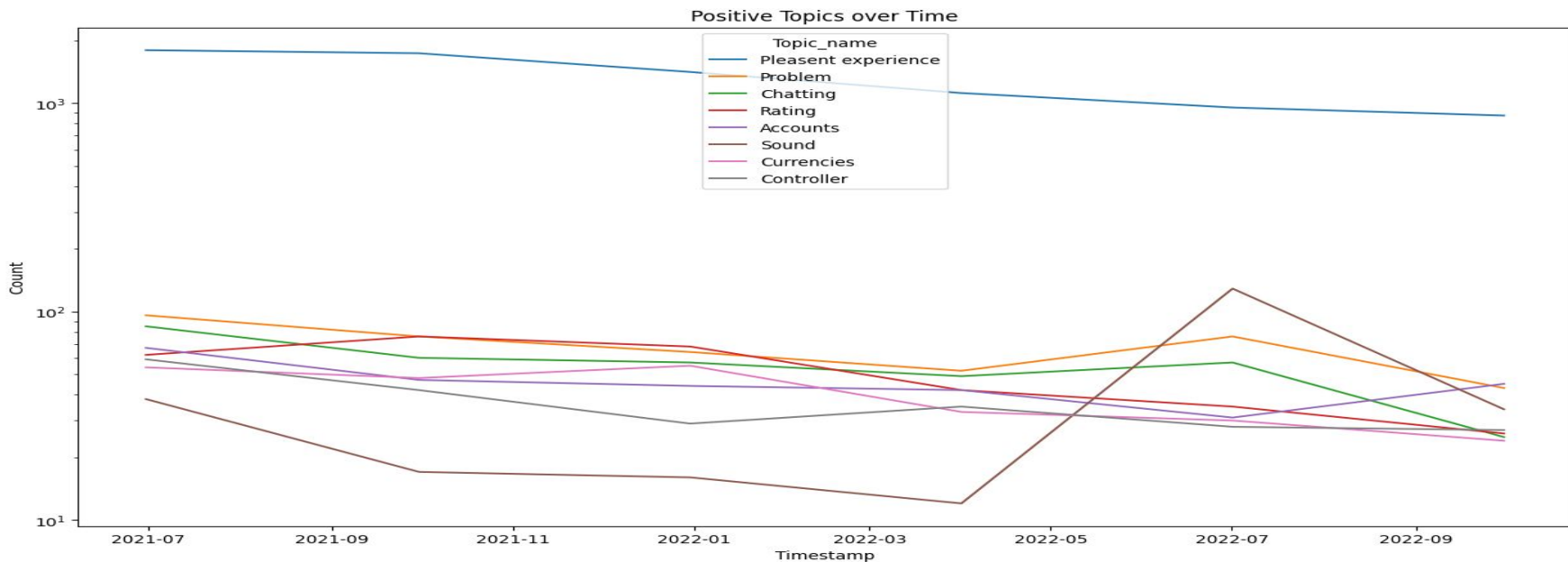
Figure [2]: Upon Analysing the positive reviews in the World of Tanks Blitz game, several prominent themes emerge, encapsulating the essence of the majority of feedback:

1. **Pleasant Experience:**
Keywords: best, game, thanks, love, etc.
2. **Problematic Aspects (Problem):**
Keywords: connection, server, loading, download.
3. **Social Interaction (Chatting):**
Keywords: voice chat, chat, friends, platoon.
4. **Rating and Feedback:**
Keywords: stars, star, five, give, etc.
5. **Account Management:**
Keywords: login, password, email, account.
6. **Audio Experience (Sounds):**
Keywords: sound, gun, effect, old, new.
7. **Currencies:**
Keywords: gold, silver, money, buy.
8. **Control Mechanisms:**
Keywords: controls, joystick, controller, touch.

Each of these topics is represented by a set of keywords that are most frequently encountered in reviews pertaining to that specific theme. This analysis provides a comprehensive understanding of the aspects that players commonly highlight in their positive experiences with the World of Tanks Blitz game.

Although the reviews have high ratings, many players mentioned issues in their reviews with **5.6% cases**. This suggests that while players like the games, they are looking for solutions to certain problems.

Positive Review Topic/Trends Over Time



Figure[3]: Chart plot for topics over the time.

Figure [3] displays the analysis of different topics over time from 2021 to 2022. For each topic, it shows how often it was mentioned in the reviews. The **"Pleasant Experience"** topic, represented by the blue line, consistently has the highest occurrence every month compared to other topics. The orange line, representing the **"Problem"** topic in the orange line, indicates that players, despite giving good ratings, faced issues over the months. Interestingly, the **"Sound"** topic in the brown line saw a significant increase between April 2022 and July 2022, suggesting players encountered problems with the game's sounds during that period. It seems the game company addressed these issues and added some features to improve the sound, as reflected in the decreasing frequency from July 2022 to September 2022. This might indicate that the sound problems were resolved, and new features were implemented in the game during this time frame. The other topic has similar distribution over the time and no major trend from them between 2021-2022.

Area of Improvement based on Insights Extracted from Positive Review Topic Analysis

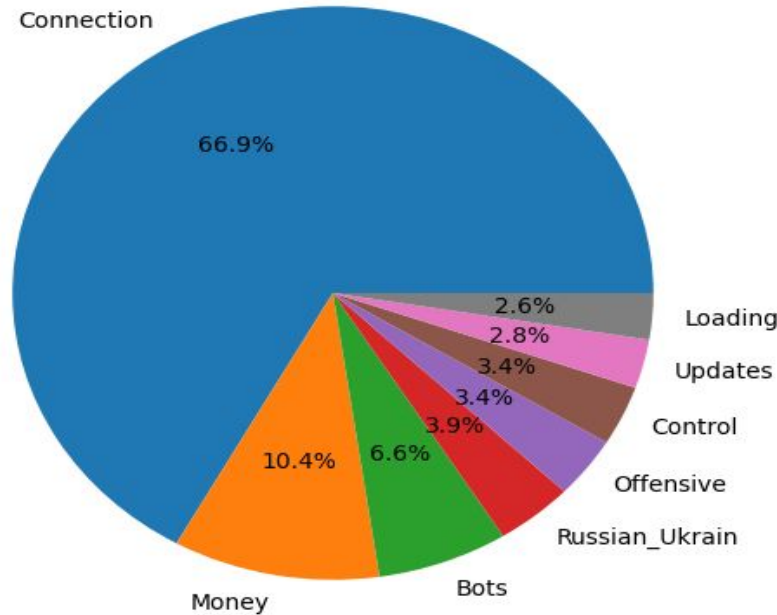
Topic	Most Representative Example	Problem	Recommendation	Ratio
Problem	Example [1]: "I can't connect to the server. Why?" Example[2]: "Problem can't download the game always unable to connect to the server"	It looks that players have some major problems in connecting to the server	Solving the server and all connection issues in the game	5,6%
Chatting	Example [1]: "I would like to have a voice chat in the game" Example[2]: "Can you add voice chat in 8.2 😊"	There are some issues in the chatting voice for the game, or it is missing some features	Adding and improving the chats in the game in general, and adding the voice chatting feature.	3.3%
Accounts	Example [1]: "I can Login to my old account Fix it !!!!" Example[2]: "Pls fix that. I made a new account and I can't log in. But good game."	Some Players facing problems with their gaming accounts, and finding problem for managing them,	Improving the account management, such as log in, log out, etc.	3.3%
Currencies	Example [1]: "The game is good but how to get gold?" Example[2]: "Please Give me a Gold."	Some Players having problems in obtaining currencies from the game.	Updating some rules in the game to allow the players to get some currency like "Gold, Silver,etc" easily.	3,2

Table[1]: The Following Tables show the major topics in the high rating reviews which hold some negative feeds from the players, which require improvements from the company

3. Insights from Positive Reviews for the World of Tanks Blitz Game

Negative Themes Insight

Top Topics in Negative Reviews



Figure[4]: Pie chart for the major topics in the negative reviews.

Figure[4]: After examining the negative reviews in the World of Tanks Blitz game, we've identified key topics that encapsulate the majority of criticisms:

1. Connection Issues:

- Keywords: connection, server, game.

2. Financial Concerns (Money):

- Keywords: credits, win, money, pay, coins.

3. Concerns about Bots:

- Keywords: bots, bot, team, you.

4. Regional References (Russian/Ukraine):

- Keywords: Russian, players, you, Ukraine.

5. Offensive Content:

- Keywords: toxic, players, banned, report.

6. Control-related Challenges:

- Keywords: controls, control, button, controller.

7. Concerns about Updates:

- Keywords: updates, update, updating, etc.

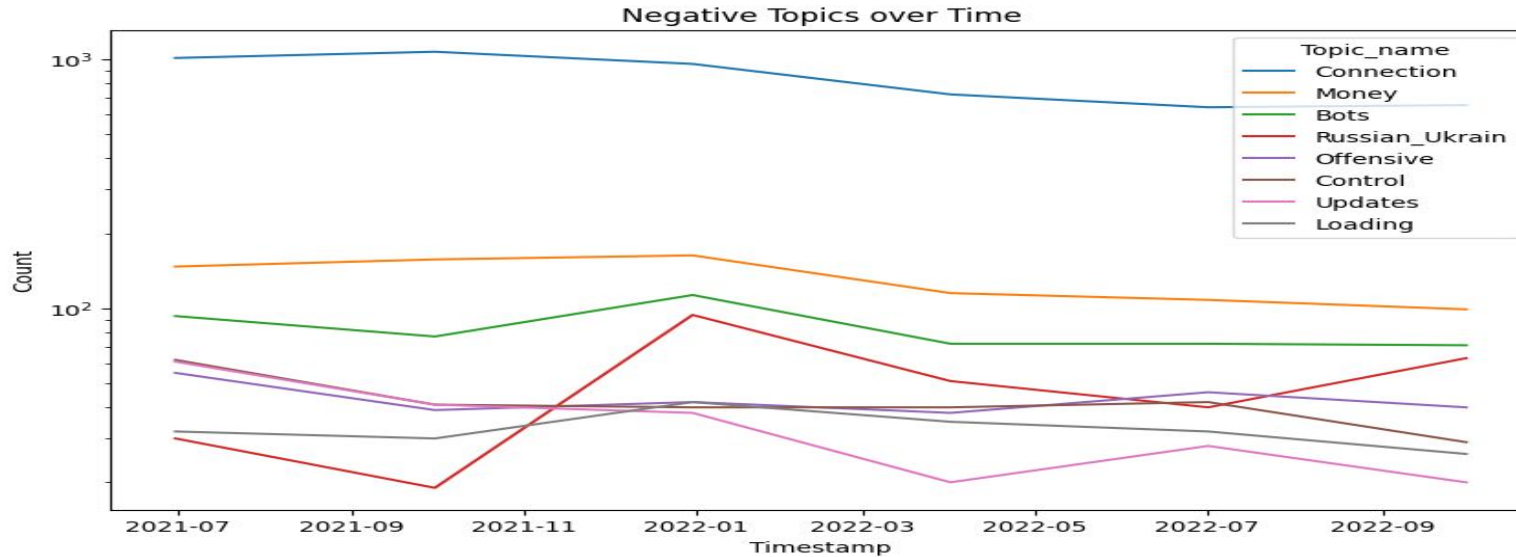
8. Loading Problems:

- Keywords: battle, the, loading, screen.

Each topic is associated with specific keywords that were most frequently mentioned in reviews related to that particular theme. This analysis aims to pinpoint the areas of concern expressed in negative feedback for the World of Tanks Blitz game.

From the pie chart, it's evident that the most significant issues are related to the game's connection and financial concerns with ratio of ~70%, 10.4% respectively.

Topic Trends Over the Time in the Negative reviews



Figure[5]: Chart plot for negative topics over the time.

Figure [5] displays the analysis of different topics over the time between 2021 and 2022. The x-axis shows the dates, and the y-axis represents the count of occurrences for each topic. The main trend issue observed from 2021 to 2022 is related to problems with the game's connection, and the second significant trend is associated with financial concerns.

Between November 2021 and January 2022, there was an increase in discussions about Russian/Ukraine, possibly influenced by the game's policies for these two countries. Overall, the majority of problems mentioned at the beginning of 2021 persist into 2022, indicating no significant improvement in the game services. However, there is one exception: the "Updates" topic, represented by the purple line, shows a decreasing trend over time. This suggests that the new updates from the company are better than the previous ones, that why the number of negative reviews about the "updating" topic has decreased.

Area of Improvement based on Insights Extracted from Negative Reviews Topic Analysis

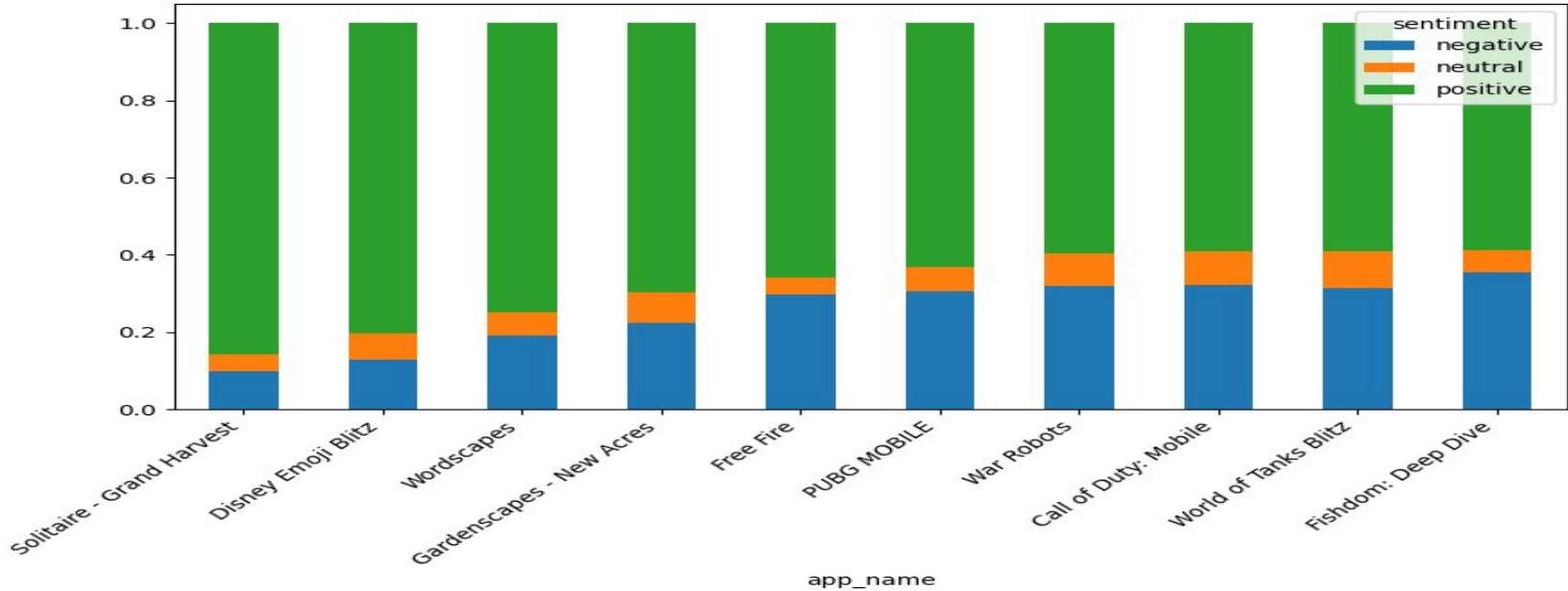
Topic	Most Representative Negative Reviews	Problem	Recommendation	Ratio
Connection	<p>Example [1]: can't connect to server in Asia region.</p> <p>Example[2]: I have a problem with game connection</p>	The same problem about connection also appeared in the positive reviews. It looks that they have some major problems in connecting to the server	Solving the server connection and all connection issues in the game	70%
Money	<p>Example [1]: "I love this game but the thing that pisses me off is that whenever I win or lose a battle I always lose so much credits".</p> <p>Example[2]: "This game is fun but for people that don't use money like me people that is pay to win is just not fair"</p>	It seems there are significant issues related to money in the game. Players mention that the game is all about spending money, and they often lose a lot of credits and money. They want the expenses to be fair and reasonable.	It's strongly recommended to address the money issues in the game before losing players who don't have enough money or credits to play. Making the game more affordable for all players would be beneficial.	10.4%
Bots	<p>Example [1]: "Everything is good in this game but please remove the bots."</p> <p>Example[2]: "I'm really disappointed and frustrated in the direction this once awesome game has gone. Maybe clear things up before you lose all your veteran players and only have Bots to play each other"</p>	It seems there are significant problems related to bots, and players find the large presence of bots in the game annoying.	It is strongly recommended for the game team to address the bot issue by implementing restrictions and detection measures. This way, normal users can play without interruption.	6.6%

Area of Improvement based on Insights Extracted from Negative Reviews Topic Analysis

Topic	Most Representative Examples	Problem	Recommendation	Ratio
Offensive Content	<p>Example [1]: "This game's online community is infamously toxic with players using racial, sexual, abusive....",</p> <p>Example[2]: "While it is the right of the publisher to handle the problem as they see fit, they should not market this game to kids if they intend to permit players".</p>	It appears there are significant problems related to offensive language and behavior by some players, making the game not suitable for all ages.	It is highly recommended to address the offensive issues by blocking or putting restrictions on such content. This will help prevent offensive language from appearing in the chat and create a more suitable environment for all players, regardless of age.	3.4%
Control	<p>Example [1]: "Worst game controls".</p> <p>Example[2]: "Worst game.... The controls are very annoying and it is very very hard to control".</p>	Many players are facing difficulties in controlling the game.	To enhance player experience, make the control process in the game easier and more manageable, allowing players to enjoy the game more smoothly.	3.4%
Loading	<p>Example [1]: "Wargaming I have a problem with my wotb the problem is when I play every time the loading screen is longer and when I play When I start a battle it loads me in and start but it loads me late".</p> <p>Example[2]: "this game is really bad after the update from entering the game it took 5 minutes to load.".</p>	The game takes a long time to reload and display features on players' screens and devices.	Improve the response time for loading to prevent players from getting annoyed. Faster loading times will keep players engaged and discourage them from leaving the game due to extended loading periods.	2.6%
Updates	<p>Example [1]: "Too many Updates"</p> <p>Example[2]: "So many updates..".</p>	The company releases frequent updates, which is annoying to the players.	Address the issues associated with the frequent updates to improve the overall player experience.	2.8%

4. Games Comparative Analysis

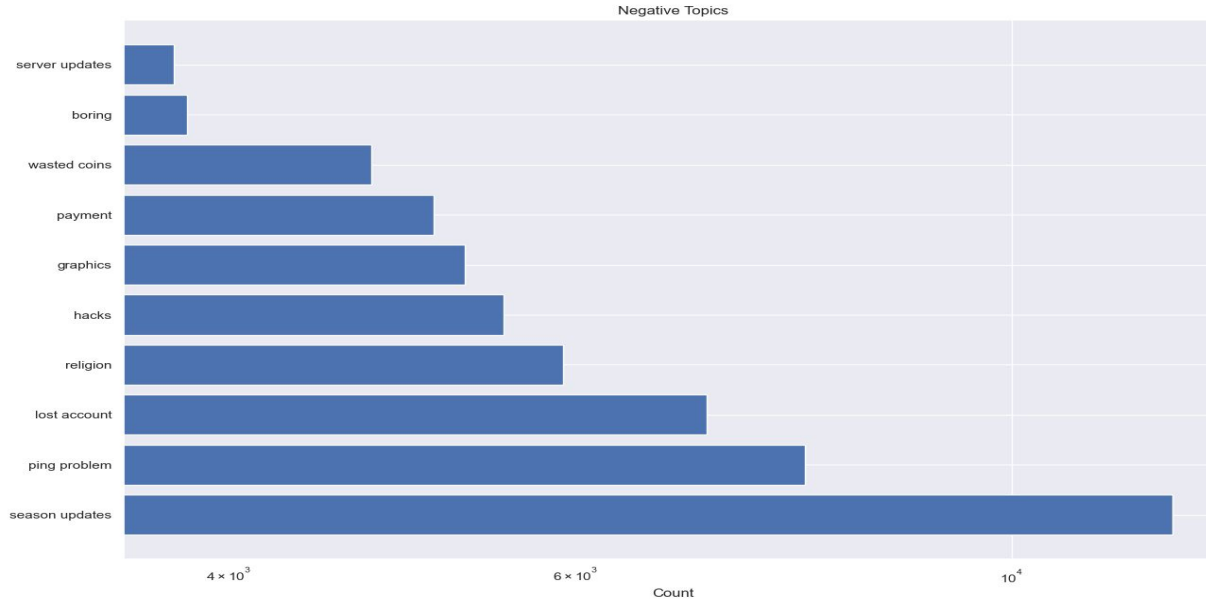
Game Comparison based on Reviews Rating



The chart presents a comparison among games based on the ratio of positive and negative reviews. games are arranged in order of decreasing positive review ratios, where positive ratio represented in green color. The last bar on the right in the chart indicates a game with a lower positive ratio from the total reviews ,and the first bar on the right indicates to higher positive ratio in the reviews.

The goal is to understand the best games based on their positive reviews ratios, for instance, in the game "Solitaire - Grand Harvest," the majority of reviews (>80%) are positive. However, in our game, "World of Tanks Blitz," the ratio of positive to negative reviews is close, which is not as favorable compared to other games.

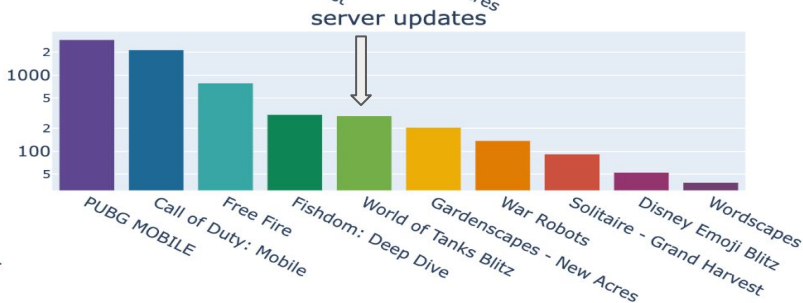
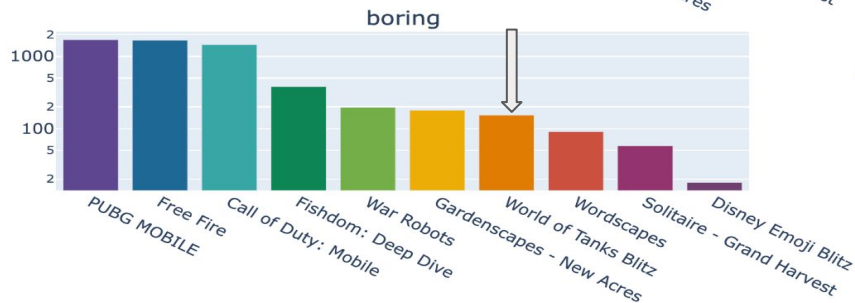
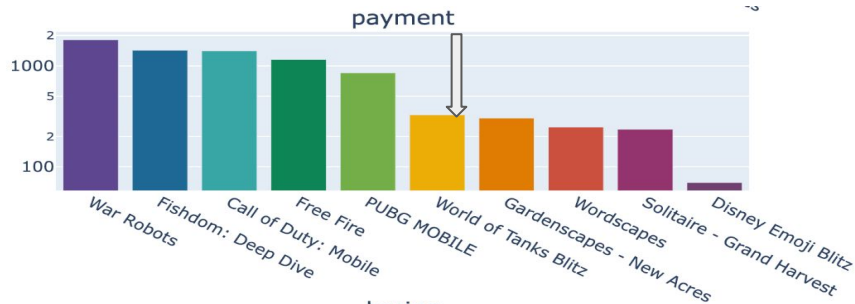
Topics Extracted from Negative Reviews for all Games



Upon analyzing negative reviews across all games and attempting to distill major theme insights, we discovered common aspects shared among the games across various areas. These themes, presented in above chart, are ordered based on their occurrence within the negative reviews for all the games. For instance, "**Season Updates**" emerges as a prevalent trend among negative reviews across all games, followed by "**Ping Problem**." In contrast, the topic "**Server Updates**" has a lower occurrence among all topics, indicating that only a few games raised this issue in their negative reviews.

5. Negative Themes Insights from Game Comparative analysis

Comparative analysis for the Topics in the Negative Reviews between all games



Left Upper Plot: Regarding the reviews related to the topic “payment”, our game has position in the middle between all games..

Right Upper Plot: Regarding the reviews related to the Topic “wasted coins”, our game position has very few reviews talks about wasted coins in the game.

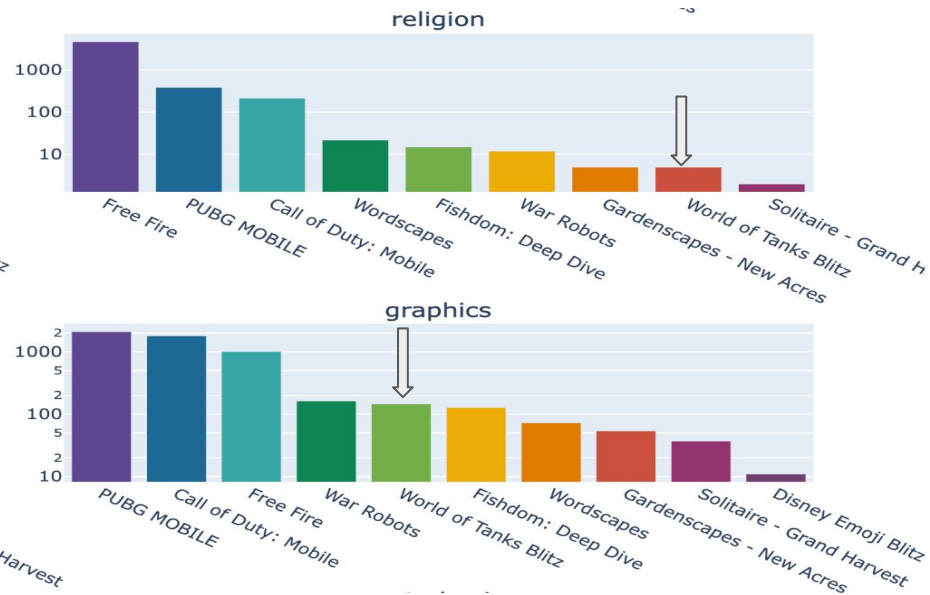
Left Bottom Plot: Regarding the reviews related to the Topic “Boring ” our game nearly has position in the middle between all games..

Right Bottom Plot: Regarding the reviews related to the topic “server updates”, our game has position in the middle between all games..

(Summary): When comparing **World of Tanks Blitz** with other games based on major topics mentioned in negative reviews—specifically, "**payment, wasted coins, boring, server updates**" we note that our game is not the best at generating fewer negative reviews about these topics. However, it's also not the worst. This suggests there is room for improvement in addressing issues related to "lost account, religion, borhacks, graphics" in our game.

For instance, in the fourth plot on the right, under the "Server Updates" title, a comparison with other games that raised issues in server updates in their negative feedback is presented. The x-axis represents the game name, and the y-axis indicates how frequently this topic appears. In our game, "World of Tanks Blitz," positioned in the middle, there are 5 games with higher server updates issues and 4 games with fewer server updates issues. This indicates a middle ground, highlighting areas where improvements can be made to enhance the gaming experience.

Comparative analysis for the Negative Topics in the Reviews between all games



Left Upper Plot: Regarding the reviews related to the topic “lost accounts”, our game nearly has position in the middle between all games..

Right Upper Plot: Regarding the reviews related to the Topic “ religion”, our game position has very few reviews talks about religion such as “talking about muslims, christians” in the game.

Left Bottom Plot: Regarding the reviews related to the Topic “hacks ” our game has position in the middle between all games..

Right Bottom Plot: Regarding the reviews related to the topic “graphics”, our game has position in the middle between all games..

(Summary): When comparing World of Tanks Blitz with other games based on major topics mentioned in negative reviews—specifically, “*lost account, religion, hacks, graphics*”—we note that our game is not the best at generating fewer negative reviews about these topics. However, it's also not the worst. This suggests there is room for improvement in addressing issues related to “lost account, religion, borhacks, graphics” in our game.

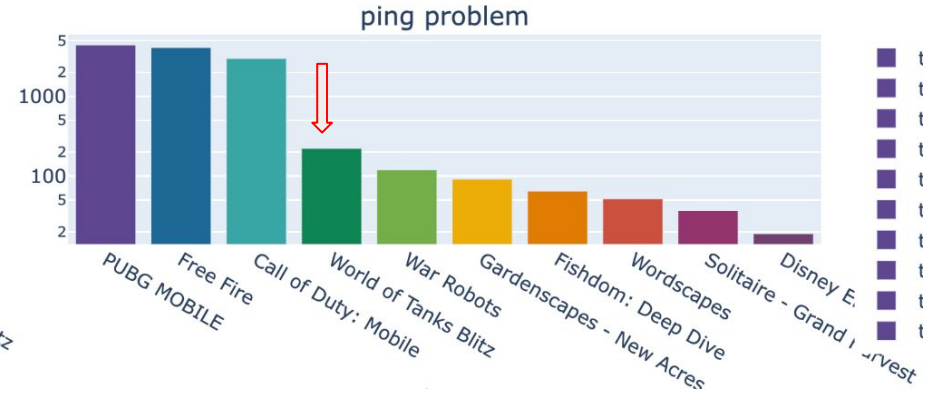
For example, in the second plot on the right side, the upper part, under the “*Religion*” title, a comparison with other games that raised issues in religious matters, such as mentioning of banning certain religions in their negative feedback, is presented. The x-axis represents the game name, and the y-axis indicates how frequently this topic appears. In our game, “World of Tanks Blitz,” there is a very low frequency of this issue compared to other games, making it better because players tend not to encounter religion-related problems in the game.

Comparative analysis for the Negative Topics in the Reviews between all games



Left Plot: Regarding the reviews related to the topic “season updates”, our game has position in the middle between all games..

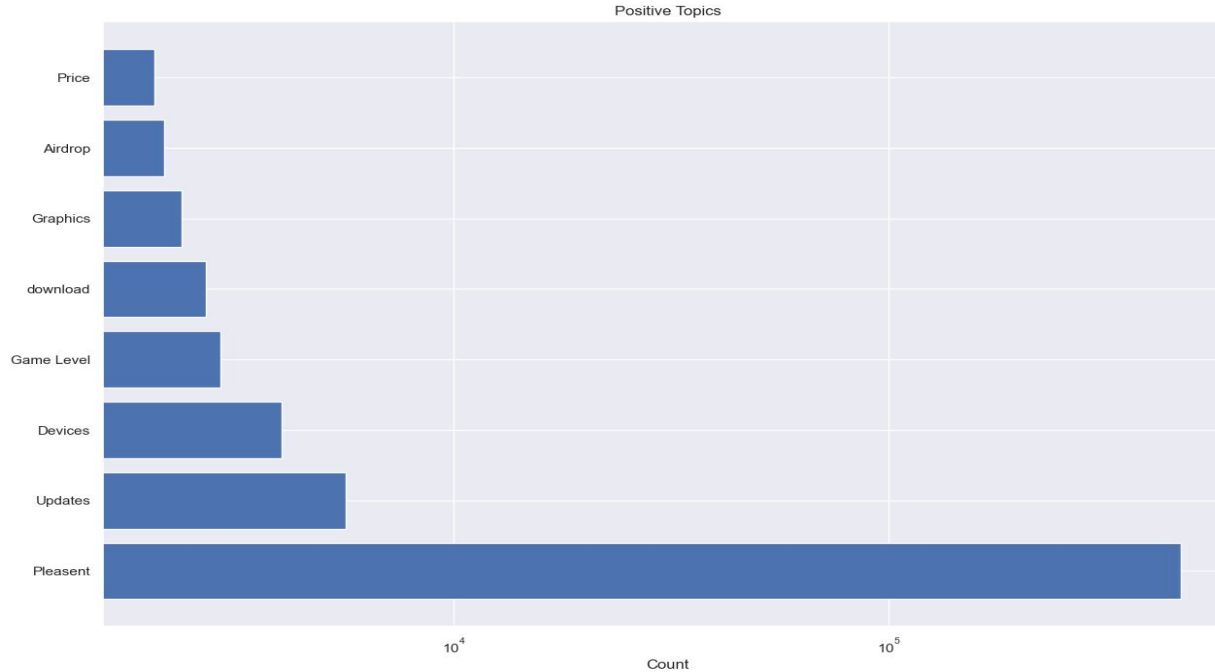
Right Plot: Regarding the reviews related to the topic “ping problem” our game nearly has position in the middle between all games..



(Summary) When comparing World of Tanks Blitz with other games based on "**season updates and ping problems**" we observe that our game is positioned in the middle among the games. We can see that our game faces common issues like ping problems and updates, which are frequent problems across all games. Moreover, many other games have these issues much worse than our game. However, this doesn't mean that we shouldn't take action. There is still a need to improve these problems in our game to enhance the overall gaming experience.

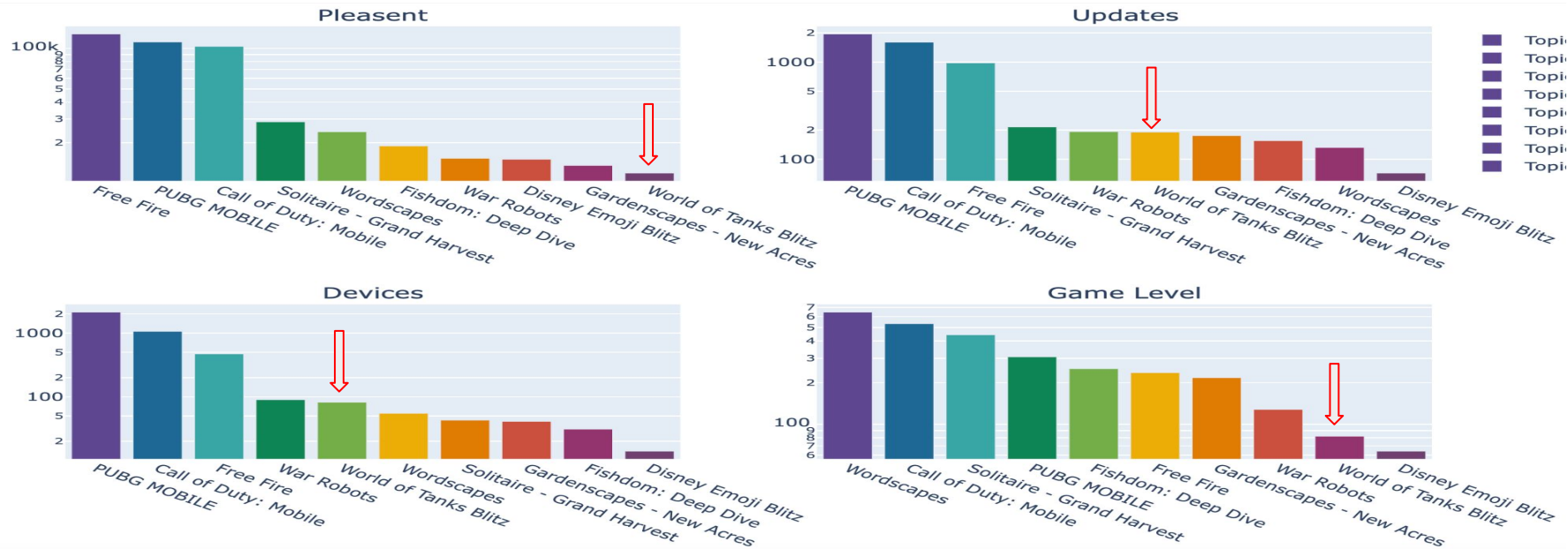
6. Positive Themes Insights from Game Comparative analysis

Topics Extracted from Positive Reviews for all Games



After examining positive reviews across all games and aiming to distill major themes, we identified common aspects shared among the games in various areas. These themes, depicted in , are organized based on their frequency extracted from the positive reviews for all the games. For example, "**Pleasant**" stands out as a prevalent trend in positive reviews across all games, indicating a high level of player interest. Following this, "**Updates**" emerges as another noteworthy theme, signifying positive feedback regarding game updates. Conversely, the topic "**Price**" has a lower occurrence among all themes, suggesting that only a few games have players mentioning financial aspects positively in their feedback.

Comparative analysis for the Positive Topics in the Reviews between all games



Left Upper Plot: the plot indicates that our game has very few frequency of reviews about pleasant compared with other reviews which is not good.

Right Upper Plot: Regarding the reviews related to the game updates, our game has position in the middle between all games.

Left Bottom Plot: Regarding the reviews related to the Topic “Devices” like talking about device and phone types like “pc, android ,ios, etc.”our game has position in the middle between all games.

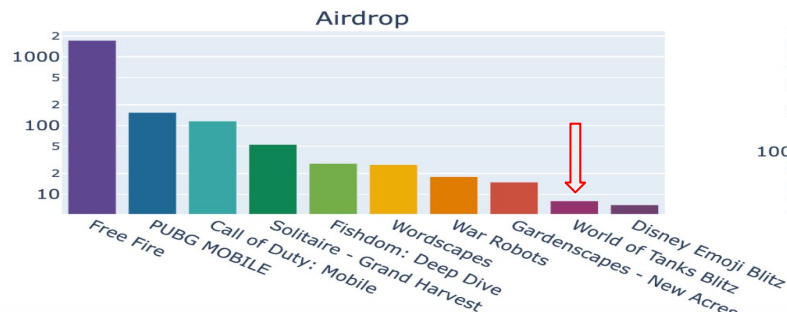
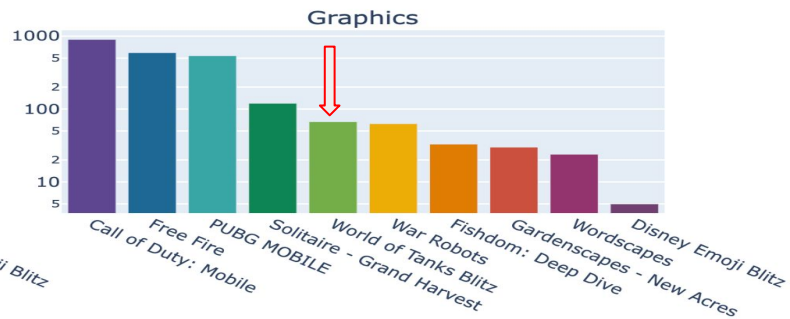
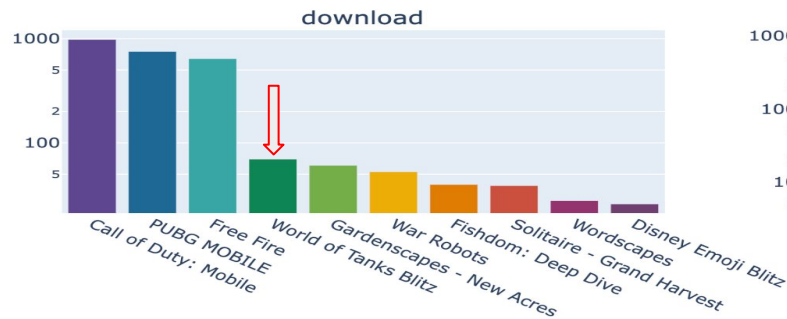
Right Bottom Plot: Regarding the reviews related to the topic “game level” where user express the opinion about the levels such as hard, easy, slow,etc our game has very low number of reviews talking about this topic compared with other games It may be beneficial to consider adding more levels to our game to make it more appealing to players.

(Summary): When comparing World of Tanks Blitz with other games based on major topics mentioned in positive reviews—specifically, “**Pleasant, Updates, Device, Game level**”—in the first figure on the upper left, we observe that World of Tanks Blitz has a lower frequency of the “**pleasant**” topic, where players express their satisfaction in the game, compared to other games. This suggests that in some cases, even in high-rated reviews for our game, players are reporting problems rather than expressing happiness.

The same trend is observed for the “**game level**” topic, where players discuss the difficulty, ease, speed, etc. of the game. In comparison to other games, World of Tanks Blitz has fewer reviews mentioning this topic. It may be beneficial to consider adding more levels to our game to make it more appealing to players.

For the other topics, “**updates**” and “**devices**,” World of Tanks Blitz is positioned in the middle. This implies that in other games, players talk more about updates coming into the game and the devices they use to play in their high-rated reviews.

Comparative analysis for the Positive Topics in the Reviews between all games



Left Upper Plot: Regarding the reviews related to the Topic “Download” our game nearly has position in the middle between all games.

Right Upper Plot: Regarding the reviews related to the Topic “Graphics” our game has position in the middle between all games

Left Bottom Plot: Regarding the reviews related to the Topic “Airdrop” our game has very low reviews talks about the Airdrops.

Right Bottom Plot: Regarding the reviews related to the Topic “Price” our game has position in the middle between all games

(Summary): When comparing World of Tanks Blitz with other games based on major topics mentioned in positive reviews—specifically, “Download, Graphics, Price”—in the first figure on the left side at the bottom, we observe that World of Tanks Blitz has a lower frequency of the “Airdrop” topic. This indicates that the airdrop feature in our game may not be as interesting to players compared to other games.

For the other topics, our game is positioned in the middle in terms of the frequency of high-rated reviews mentioning the topics “download graphics, price.” Therefore, further investigation is needed on these high-rated reviews to determine whether players mentioned these aspects positively or negatively. It's essential to understand if high-ranked reviews might contain negative feedback on certain aspects.

Thank You!